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THE 1940 AGRICULTURAL OUTLOOK
FRUITS; NUTS; VEGETABLES; WOOL.

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Broadcast by E. J. Rowell, Agricultural Marketing Service, and Wallace L. Kadderly, Radio Service, in the Department of Agriculture portion, National Farm and Home Hour, Tuesday, November 14, 1939.

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KADDERLY:

Today we continue our discussion of Outlook Reports for 1940 as issued by the Department of Agriculture. Last week we discussed the outlook for demand and prices --- for credit and production costs --- for wheat, for meat animals and meats, and cotton --- dairy and poultry products and other commodities.

As we have said before copies of these Outlook Reports are available by writing to the Department of Agriculture, Washington, D. C.; they can be obtained through your State Extension Service. These Outlook Reports will be the topic of discussion in meetings held in most counties during the coming weeks. We hope you can attend the meeting in your community.

Today E. J. Rowell -- Mike Rowell -- brings us the highlights of the Outlook Reports covering fruits, nuts, vegetables and wool. And we'll take them up in that order: fruits, nuts, vegetables and wool. Starting with the fruit outlook -- let's hear about apples, Mike.

ROWELL:

The outlook right now is a little dark for the grower with apples to sell this season; supplies of apples and other fruits in this country are heavy. The ability of the home maker to buy more apples, and the aid to growers through the buying by the Federal Surplus Commodities Corporation may help to offset the dark side. Looking further ahead, the number of apple trees of bearing age is expected to continue to decrease. Production during the next 5 or 6 years will probably continue downward at a moderate rate, with a greater reduction in the total crop than in the commercial crop. Unless growers replant trees faster than they have during the past several years, then the apple crops 10 to 15 years from now may be much smaller than at present.

KADDERLY:

Those are highlights on the apple outlook. Now what about citrus fruits -- taking oranges first.

ROWELL:

We can expect an increase in the average size of the orange crop during the next 5 years. The reasons for this statement are made clearly in the report. The greatest increase will be in Valencia and other early varieties. For this year, the anticipated increased demand is a favorable factor, but orange growers will find greater competition from the larger apple supply, also exports may be smaller because of the war. With bigger crops expected during the next 5 years orange prices will probably continue low when compared with commodity prices in general.

KADDERLY:

From oranges we turn to lemons.

(over)

ROWELL:

During the coming season marketing conditions for lemons will probably be somewhat better than they were during the past season. But, if prices for lemons are going to hold up during the next 5 years one of two things has got to happen -- either the people of this country will have to use more lemons, or foreign markets must be expanded. The prospects are that the total bearing acreage of lemons will increase about 20 percent say in the next 5 years.

KADDERLY:

Oranges, Lemons -- now grapefruit.

ROWELL:

The trend has been towards larger and larger crops of grapefruit for several years. Unless orchards are damaged quite severely by weather conditions we can expect still bigger crops of grapefruit during the next few years. Most of the increase is expected in the late or seedless varieties -- these predominate in Texas, California and Arizona. Growers should remember that about 2/3 of the grapefruit trees now in bearing have not reached the age of full production. It seems probable that around one-third more grapefruit on the average will be grown during the next five seasons than were produced during the past five.

KADDERLY:

Now you've covered apples and citrus fruits. Let's have a brief summary on the other fruits.

ROWELL:

During the next few years grape production will possibly increase slightly. Production of pears, peaches and cherries will show moderate increases. Dried prune production may decrease moderately. No important changes are likely to occur in the average crop of other fruits. Remember I said "average." Some years big crops -- other years small crops.

KADDERLY:

Turning from fruit, what is the outlook for tree nuts for 1939-40 season -- I am thinking of walnuts, almonds, pecans and filberts.

ROWELL:

Production of these nuts will run around 112,000 tons this year. That's about 20 percent more than last year. The men who grow these nuts shouldn't expect much, if any, higher prices during the next few years than they have been getting during the past few years unless something radical happens.

KADDERLY:

Well, now, let's have the highlights of the Outlook Report for truck crops -- that is, the truck crops that will be sent to market during 1940.

ROWELL:

Production of all commercial truck crops to be shipped to market as fresh vegetables will probably be a little bigger next year than the record supply of this year. Better demand, however, will probably bring higher prices for these crops as a group, and also a larger total cash income to the market gardeners and truck farmers.

KADDERLY:

You said that production of commercial truck crops would be larger -- just what are the commodities which will probably come to the market in larger quantities next year.

ROWELL:

Because growers got pretty good prices this past year, it's expected that the acreage in this country during 1940 will be larger than it was this year for this quite a long list -- snap beans, beets, cabbage, cantaloupes, carrots, cauliflower, celery, cucumbers, eggplant, peppers, tomatoes, and watermelons.

KADDERLY:

It's not possible at this time for us to give the detailed outlook for each of these many vegetables, but again let me remind you that copies may be had on request. Now Mike, the last Outlook Report for today is on wool. That report was released this morning.

ROWELL:

Judging by the speed that the mills have been using wool, the carry-over of wool next April will be smaller than it was last April. Due to better business conditions the mills are expected to keep busy and to use wool at a very fast rate during the rest of this year. Because stocks of wool in this country are smaller, our imports are apt to be rather heavy. Because of the relatively large amount of wool used by our mills this year the total amount used during 1940 may not be much bigger than the total for this year. Changes in the price of wool during the coming year will depend upon several things; the demand for wool in foreign countries and the extent that the British Government goes in fixing prices of wool in Australia and New Zealand.

